CLAIMS

1.   A program executed by a data processing apparatus, including:

5   a first process for specifying other first favorites data indicating same contents as those indicated by predetermined first favorites data among a plurality of first favorites data respectively indicating contents favored by respective users defined by

10   corresponding to the respective users; and

a second process for generating second favorites data by using said predetermined first favorites data and said other first favorites data specified in said first process.

15   2.   A program as set forth in claim 1, wherein in said second process, based on the number of respective contents indicated by said other first favorites data specified in said first process, the contents are ranked, and said second favorites data is generated based on the

20   ranking results.

3.   A program as set forth in claim 1, wherein in said second process, for every said other first favorites data specified by said first process, points being in inverse proportion to the total number of contents

25   indicated by the first favorites data are respectively

assigned to the contents indicated by the first favorites

data, and contents indicated by said other first

favorites data specified by said first process are ranked

based on said assigned points, and said second favorites

5   data is generated based on the ranking results.

4.   A data processing method, including:

a first step for specifying other first

favorites data indicating same contents as those

indicated by predetermined first favorites data among a

10   plurality of first favorites data respectively indicating

contents favored by respective users defined by

corresponding to the respective users; and

a second step for generating second favorites

data by using said predetermined first favorites data and

15   said other first favorites data specified in said first

step.

5.   A data processing method as set forth in

claim 4, wherein in said second step, based on respective

numbers of contents indicated by said other first

20   favorites data specified in said first step, the contents

are ranked, and said second favorites data is generated

based on the ranking results.

6.   A data processing method as set forth in

claim 4, wherein in said second step, for every said

25   other first favorites data specified by said first step,

points being in inverse proportion to the total number of

contents indicated by the first favorites data are

assigned to respective contents indicated by the first

favorites data, and contents indicated by said other

5   first favorites data specified by said first process are

ranked based on said assigned points, and said second

favorites data is generated based on the ranking results.

    7.   A data processing apparatus, comprising:

    a specifying portion for specifying other

10   first favorites data indicating same contents as those

indicated by predetermined first favorites data among a

plurality of first favorites data respectively indicating

contents favored by respective users defined by

corresponding to the respective users; and

15   a favorites data generation portion for

generating second favorites data by using said

predetermined first favorites data and said other first

favorites data specified by said specifying portion.

    8.   A data processing apparatus as set forth in

20   claim 7, wherein said favorites data generation portion

ranks respective contents based on the number of the

respective contents indicated by said other first

favorites data specified by said specifying portion, and

generates said second favorites data based on the ranking

25   results.

9.   A data processing apparatus as set forth in claim 7, wherein said favorites data generation portion assigns predetermined points to respective contents indicated by said first favorite data, and generates said

5   second favorites data by setting contents with much assigned points at high ranks.

10.   A data processing apparatus as set forth in claim 7, comprises an interface for performing data communication with a user terminal device via a

10   communication network;

        wherein, when receiving a request for said second favorites data from said user terminal device via said interface, said specifying portion outputs said generated second favorites data to said user terminal

15   device as the requested source via said interface.

11.   A data processing apparatus, as set forth in claim 10, wherein said favorites data generation portion excepts from said second favorites data contents indicated by first favorites data received from said user

20   terminal device via said interface, and outputs to the user terminal device via an interface.

12.   A data processing apparatus, as set forth in claim 7, wherein, for every first favorites data specified by said specifying portion, said favorites data

25   generation portion assigns points being in inverse

proportion to the total number of contents indicated by

the first favorites data to respective contents indicated

by the first favorites data, ranks respective contents

indicated by said other first favorites data specified by

5   said specifying portion based on said assigned points,

and generates said second favorites data based on the

ranking results.